

PHILIP MORRIS U.S.A.  
INTER - OFFICE CORRESPONDENCE  
100 Park Avenue, New York, N.Y. 10017

File → FTC  
# 25

To: Mr. W. W. McDowell Date: January 18, 1982  
From: Carolyn Levy  
Subject: December, 1981, FTC Tar, Nicotine and Carbon Monoxide Listing

The FTC has issued a report on the latest tar, nicotine and carbon monoxide (CO) deliveries of 200 varieties of cigarettes available in the marketplace during March and April, 1981.

The FTC is investigating the allegation that the current FTC testing methodology does not accurately measure the relative tar delivered to the smoker of Barclay cigarettes as compared to other 1 mg tar cigarettes. For that reason, Barclay smoke deliveries are footnoted in Table V which is attached to this memo.

Table I lists Philip Morris brands' FTC numbers from the current report as well as the March, 1981 and December, 1979 reports. Four brands whose tars decreased since the March, 1981 report had lowered tar specifications. These brands were Marlboro Lights 100, Merit Menthol 100 and PM International 100 regular (HP) and menthol (HP). Other reported changes in tar were due to manufacturing variability and/or variability in the FTC method.

Table II lists Philip Morris' full flavor packings and major competitive brands. All of R. J. Reynolds' full flavor packings have decreased in tar since the last FTC report, whereas our tars have remained virtually unchanged.

Table III lists Philip Morris' low tar packings and major competitive brands. Nine of the eleven R. J. Reynolds packings have decreased in tar since the last FTC report while five of the sixteen Philip Morris packings show decreased tar deliveries.

Table IV lists Philip Morris' ultra low tar packings and major competitive brands. Seventeen of the thirty-eight packings listed have been introduced since the previous FTC pick-up in November, 1979. Brands introduced after April, 1981, are not included in the current FTC report.

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Table V is a copy of the FTC's report listing tar,  
nicotine and CO deliveries for all 200 packings tested.

*Carolyn Levy*

CL:js  
Attachments

cc: Mr. J. Bowling  
Mr. H. Cullman  
Mr. J. F. Cullman 3rd  
Mr. C. H. Goldsmith  
Mr. T. T. Goodale  
Mr. A. Holtzman  
Mr. J. T. Landry  
Mr. J. E. Lincoln  
Mr. H. Maxwell  
Mr. R. R. Millhiser  
Mr. J. J. Morgan  
Mr. S. P. Pollack  
Mr. F. E. Resnik  
Mr. G. Weissman

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TABLE I

## PHILIP MORRIS BRANDS

	Tar, mg/cigt.			Nicotine, mg/cigt.			CO, mg/cigt.	
	12/81	3/81	12/79	12/81	3/81	12/79	12/81	3/81
*Alpine	14	15	15	0.9	1.0	0.9	13	15
*B&H regular (HP)	<0.5	1	1	0.1	0.1	0.1	1	1
*B&H 85 (HP)	15	16	18	1.2	1.3	1.4	12	13
**B&H 100 (HP)	16	15	17	1.1	1.1	1.1	16	16
B&H 100, menthol (HP)	16	16	16	1.0	1.1	1.1	15	16
B&H 100	16	16	17	1.1	1.1	1.1	16	16
B&H 100, menthol	16	16	17	1.1	1.1	1.1	17	17
B&H Lts 100 (HP)	10	-	-	0.7	-	-	11	-
B&H Lts 100, menthol (HP)	10	-	-	0.7	-	-	11	-
B&H Lights 100	10	10	-	0.7	0.8	-	13	13
B&H Lights 100, menthol	10	10	-	0.7	0.8	-	12	12
Cambridge 85 (HP)	<0.5	-	-	<0.05	-	-	<0.5	-
Cambridge 85	<0.5	-	-	0.1	-	-	1	-
Cambridge 100	3	-	-	0.3	-	-	5	-
**English Ovals reg (HP)	23	22	23	1.7	1.7	1.8	12	12
English Ovals 85 (HP)	28	28	30	2.1	2.3	2.4	15	14
*Galaxy 85	14	16	17	1.0	1.0	1.1	13	17
Hi-Lite 100 (HP)	12	-	-	0.9	-	-	13	-
Marlboro 80 (HP)	16	16	17	1.0	1.0	1.1	14	15
Marlboro 80, menthol (HP)	15	15	15	0.9	1.0	0.9	14	13
Marlboro 85	16	16	17	1.0	1.1	1.1	15	16
Marlboro 85, menthol	14	14	15	0.9	0.9	0.9	14	14
Marlboro 100 (HP)	16	16	17	1.1	1.1	1.1	16	16
Marlboro 100	16	16	17	1.1	1.1	1.1	16	16
Marlboro Lights 85 (HP)	10	-	-	0.7	-	-	12	-
Marlboro Lights 85	11	11	12	0.7	0.8	0.8	12	13
*Marlboro Lights 100	10	11	12	0.7	0.8	0.8	12	14

\*\*Brand increased in tar from last report.

\*Brand decreased in tar from last report.

TABLE I (CONT'D)

## PHILIP MORRIS BRANDS

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
*Merit 85	7	8	8	0.5	0.6	0.6	10	11
Merit 85, menthol	7	7	8	0.5	0.5	0.6	10	10
**Merit 100	10	9	10	0.7	0.7	0.7	12	11
*Merit 100, menthol	9	10	11	0.7	0.8	0.8	11	12
Merit Ultra Lights 85	3	-	-	0.3	-	-	4	-
Merit Ultra Lts 85, menthol	3	-	-	0.3	-	-	4	-
**Multifilter 85	12	11	11	0.8	0.8	0.8	11	11
Multifilter 85, menthol	12	12	12	0.8	0.8	0.8	11	12
**Parliament Lts 80 (HP)	9	8	10	0.6	0.6	0.7	10	9
Parliament Lights 85	9	9	9	0.6	0.7	0.7	10	10
**Parliament Lights 100	12	11	12	0.9	0.9	0.8	11	11
*Philip Morris 70	21	22	21	1.4	1.5	1.3	12	13
**Philip Morris Commander 85	27	25	27	1.7	1.7	1.7	15	15
*PM International 100 (HP)	16	17	18	1.1	1.2	1.1	16	18
*PM Int'l 100, menthol (HP)	16	17	18	1.0	1.1	1.1	15	17
Players 70 (HP)	24	24	26	1.9	1.9	1.9	14	14
Saratoga 120 (HP)	15	15	17	1.0	1.1	1.1	16	17
Saratoga 120, menthol (HP)	15	15	15	1.0	1.1	1.0	16	15
Virginia Slims 100	15	15	16	1.0	1.0	1.0	15	15
**Virginia Slims 100, menthol	15	14	15	1.0	1.0	0.9	14	15
*Virginia Slims Lts 100 (HP)	7	8	-	0.6	0.6	-	8	9
*Virginia Slims Lts 100, menthol (HP)	7	9	-	0.6	0.7	-	8	10

\*\*Brand increased in tar from last report.

\*Brand decreased in tar from last report.

TABLE II  
COMPARISON WITH COMPETITIVE BRANDS

	<u>FULL FLAVOR IMAGE</u>							
	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>80 mm BRANDS</u>								
MARLBORO	16	16	17	1.0	1.0	1.1	14	15
Winston	16	18	19	1.1	1.3	1.4	15	17
<u>80 mm MENTHOL BRANDS</u>								
Kool	16	16	16	1.2	1.3	1.3	16	17
Newport	16	15	16	1.2	1.2	1.2	16	16
MARLBORO	15	15	15	0.9	1.0	0.9	14	13
<u>85 mm BRANDS</u>								
Old Gold	17	17	17	1.3	1.3	1.2	19	18
MARLBORO	16	16	17	1.0	1.1	1.1	15	16
Camel	16	19	19	1.2	1.4	1.4	16	19
Winston	15	19	20	1.1	1.4	1.4	16	19
Raleigh	15	15	16	1.0	1.0	1.0	17	18
Viceroy	15	15	13	1.0	1.0	0.9	16	17
L & M	14	15	15	1.0	1.0	1.0	15	16
<u>85 mm MENTHOL BRANDS</u>								
Newport	17	17	17	1.3	1.3	1.2	18	18
Kool	16	15	16	1.1	1.2	1.3	17	17
Salem	14	16	16	1.1	1.1	1.1	14	17
MARLBORO	14	14	15	0.9	0.9	0.9	14	14
ALPINE	14	15	15	0.9	1.0	0.9	13	15

TABLE II (CONT'D)

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>100 mm BRANDS</u>								
Pall Mall	17	17	18	1.3	1.3	1.3	17	17
BENSON & HEDGES	16	16	17	1.1	1.1	1.1	16	16
MARLBORO	16	16	17	1.1	1.1	1.1	16	16
Raleigh	16	16	16	1.1	1.1	1.1	17	19
L & M	15	16	16	1.1	1.1	1.0	16	17
Viceroy	15	15	16	1.1	1.1	1.1	16	18
Winston	14	18	18	1.0	1.4	1.3	14	19
<u>100 mm MENTHOL BRANDS</u>								
Newport	20	20	20	1.6	1.6	1.5	20	21
BENSON & HEDGES	16	16	17	1.1	1.1	1.1	17	17
Salem	15	19	20	1.1	1.5	1.4	14	18
Kool Super Longs	14	15	16	1.0	1.1	1.2	16	18
<u>85 mm CHARCOAL BRANDS</u>								
Lark	14	16	17	1.1	1.1	1.2	14	16
Tareyton	14	14	14	1.0	0.9	0.9	15	16
MULTIFILTER	12	11	11	0.8	0.8	0.8	11	11
<u>100 mm SLIMS</u>								
Virginia Slims	15	15	16	1.0	1.0	1.0	15	15
Virginia Slims, menthol	15	14	15	1.0	1.0	0.9	14	15

TABLE III  
COMPARISON WITH COMPETITIVE BRANDS  
LOW TAR IMAGE

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>80-85 mm BOX BRANDS</u>								
Kent	12	12	13	1.0	1.0	1.0	12	12
MARLBORO LIGHTS	10	-	-	0.7	-	-	12	-
PARLIAMENT LIGHTS	9	8	10	0.6	0.6	0.7	10	9
Camel Lights	6	-	-	0.6	-	-	7	-
<u>85 mm BRANDS</u>								
Kent	13	12	11	1.0	1.0	0.9	13	13
MARLBORO LIGHTS	11	11	12	0.7	0.8	0.8	12	13
Winston Lights	11	13	14	0.9	1.1	1.1	11	14
Vantage	9	10	11	0.7	0.8	0.8	13	15
PARLIAMENT LIGHTS	9	9	9	0.6	0.7	0.7	10	10
Raleigh Lights	8	9	9	0.7	0.7	0.8	11	10
Viceroy Rich Lights	8	8	9	0.7	0.7	0.7	10	10
Camel Lights	8	10	10	0.7	0.9	0.9	10	11
L & M Lights	8	8	7	0.7	0.7	0.6	7	5
MERIT	7	8	8	0.5	0.6	0.6	10	11
Golden Lights	7	8	8	0.7	0.8	0.7	8	8
<u>85 mm MENTHOL BRANDS</u>								
MULTIFILTER	12	12	12	0.8	0.8	0.8	11	12
Kool Milds	11	12	13	0.9	0.9	0.8	12	13
Vantage	10	10	11	0.7	0.8	0.8	14	15
Salem Lights	8	11	11	0.6	0.9	0.8	10	13
Newport Lights	8	10	10	0.8	0.9	0.8	10	11
Belair	8	9	10	0.7	0.8	0.8	9	10
Golden Lights	8	8	9	0.7	0.7	0.7	8	8
MERIT	7	7	8	0.5	0.5	0.6	10	10

TABLE III (CONT'D)

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>100 mm BRANDS</u>								
Kent	14	15	14	1.2	1.1	1.0	13	14
Winston Lights	12	13	13	0.9	1.0	1.0	14	15
Camel Lights	12	12	13	0.9	1.0	1.1	15	15
MARLBORO LIGHTS	10	11	12	0.7	0.8	0.8	12	14
BENSON & HEDGES LIGHTS	10	10	-	0.7	0.8	-	13	13
MERIT	10	9	10	0.7	0.7	0.7	12	11
Raleigh Lights	9	8	9	0.8	0.8	0.8	13	11
Pall Mall Light	9	11	12	0.8	0.9	0.9	9	12
Viceroy Rich Lights	9	8	10	0.8	0.7	0.8	12	11
Golden Lights	8	9	9	0.8	0.7	0.8	9	8
Decade	8	9	-	0.8	0.7	-	7	7
Vantage	8	11	12	0.7	0.9	0.9	12	15
True	7	8	13	0.6	0.6	0.8	9	9
<u>100 mm MENTHOL BRANDS</u>								
Kool Milds	12	12	-	1.0	1.0	-	13	13
BENSON & HEDGES LIGHTS	10	10	-	0.7	0.8	-	12	12
Kool Super Lights	9	8	9	0.7	0.7	0.7	12	10
Salem Lights	9	11	11	0.8	1.0	0.9	11	12
MERIT	9	10	11	0.7	0.8	0.8	11	12
Belair	8	8	9	0.6	0.7	0.7	10	9
True	8	7	14	0.6	0.6	0.8	9	9
Golden Lights	7	8	10	0.7	0.7	0.8	7	9
<u>100 mm CHARCOAL BRANDS</u>								
PARLIAMENT LIGHTS	12	11	12	0.9	0.9	0.8	11	11
Tareyton Long Lights	7	7	9	0.6	0.6	0.7	7	8
Lark Lights	7	7	8	0.6	0.6	0.6	7	7

TABLE III (CONT'D)

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>120 mm BRANDS</u>								
SARATOGA	15	15	17	1.0	1.1	1.1	16	17
SARATOGA MENTHOL	15	15	15	1.0	1.1	1.0	16	15
More	18	22	23	1.4	1.7	1.8	20	24
More Menthol	18	22	24	1.5	1.8	1.8	20	24
<u>100 mm SLIMS</u>								
VIRGINIA SLIMS LIGHTS	7	8	-	0.6	0.6	-	8	9
VIRGINIA SLIMS LTS, MENTHOL	7	9	-	0.6	0.7	-	8	10
Silva Thins	11	13	12	1.0	1.1	1.0	9	11
Silva Thins, Menthol	11	11	10	1.0	0.9	0.8	9	10

TABLE IV

COMPARISON WITH COMPETITIVE BRANDSULTRA LOW TAR

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>80-85 mm BOX BRANDS</u>								
Barclay	1	-	-	0.1	-	-	1	-
CAMBRIDGE	<0.5	-	-	<0.05	-	-	<0.5	-
Carlton	<0.5	0.5	0.5	<0.05	0.1	0.05	<0.5	1
Now	<0.5	2	2	0.1	0.2	0.2	<0.5	2
<u>80 mm BRANDS</u>								
Pall Mall Extra Light	6	7	7	0.5	0.6	0.6	6	7
Vantage Ultra Lights	6	6	-	0.5	0.5	-	9	9
Decade	5	5	4	0.4	0.4	0.4	4	3
True	4	5	5	0.4	0.4	0.4	5	5
Doral II	4	5	5	0.4	0.4	0.5	3	4
Winston Ultra	4	-	-	0.4	-	-	5	-
MERIT ULTRA LIGHTS	3	-	-	0.3	-	-	4	-
Triumph	3	3	3	0.4	0.4	0.4	3	3
Kent III	2	3	3	0.3	0.3	0.3	3	3
Now	2	2	2	0.2	0.3	0.2	3	3
Barclay	1	-	-	0.2	-	-	1	-
Carlton	<0.5	1	1	0.1	0.1	0.1	1	2
CAMBRIDGE	<0.5	-	-	0.1	-	-	1	-

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TABLE IV (CONT'D)

	<u>Tar, mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>			<u>CO, mg/cigt.</u>	
	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>	<u>12/79</u>	<u>12/81</u>	<u>3/81</u>
<u>85 mm MENTHOL BRANDS</u>								
Kool Super Lights	6	7	9	0.5	0.6	0.7	7	8
Decade	5	4	4	0.4	0.4	0.4	4	3
True	4	5	5	0.4	0.4	0.4	5	6
Doral II	4	5	5	0.4	0.4	0.4	3	4
MERIT ULTRA LIGHTS	3	-	-	0.3	-	-	4	-
Salem Ultra	3	-	-	0.4	-	-	4	-
Triumph	2	3	2	0.3	0.4	0.3	3	3
Now	2	2	2	0.2	0.2	0.2	3	3
Carlton	<0.5	1	1	0.1	0.1	0.1	1	1
<u>100 mm BRANDS</u>								
Vantage Ultra Lights	5	-	-	0.5	-	-	8	-
Winston Ultra	5	-	-	0.5	-	-	7	-
Kent III	4	4	-	0.5	0.5	-	7	6
Triumph	4	-	-	0.5	-	-	6	-
Carlton	4	4	6	0.4	0.4	0.4	6	6
CAMBRIDGE	3	-	-	0.3	-	-	5	-
Barclay	2	-	-	0.3	-	-	2	-
Now	1	-	-	0.2	-	-	1	-
Carlton (HP)	<0.5	-	-	0.1	-	-	1	-
<u>*100 mm MENTHOL BRANDS</u>								
Salem Ultra	4	-	-	0.4	-	-	5	-
Triumph	4	-	-	0.5	-	-	5	-
Carlton	3	4	5	0.3	0.4	0.4	4	6
Now	1	-	-	0.2	-	-	1	-

\*No Philip Morris Brands Included